

The logo for Brisk, featuring the word "brisk" in a lowercase, sans-serif font, centered within a white, rounded rectangular shape. The background is a solid purple color with a large, lighter purple, abstract shape behind the logo.

**brisk**

# **Transforming Commercial Insurance for SMEs**

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# Businesses deserve better!

1. Tailored protection
2. Slick, digital solutions
3. Accurate insurance cover
4. Reward for reducing their risk

## Problem

- Insurance is complicated
- Brokers can't serve small businesses efficiently

## Robo-advice Automatic insurance

- Consumers moving online
- Data and 'AI' capabilities

## Opportunity

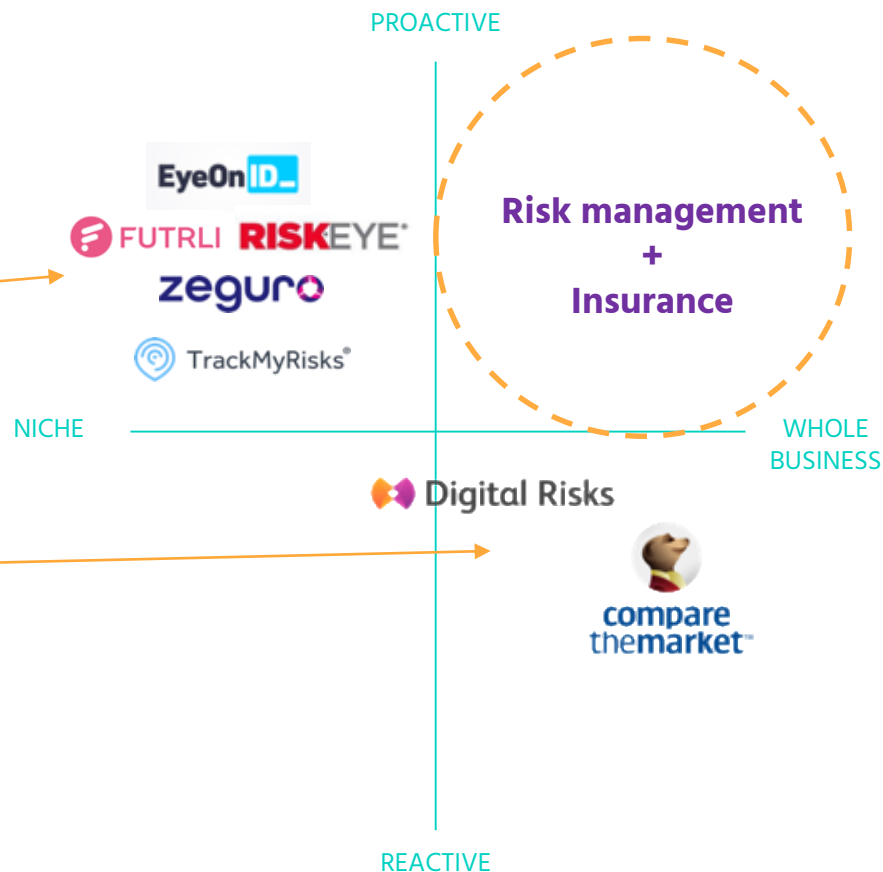
# Protection beyond the 'insurance policy'

- **Understand me**
- **Watch my back**
- **Accurate insurance**

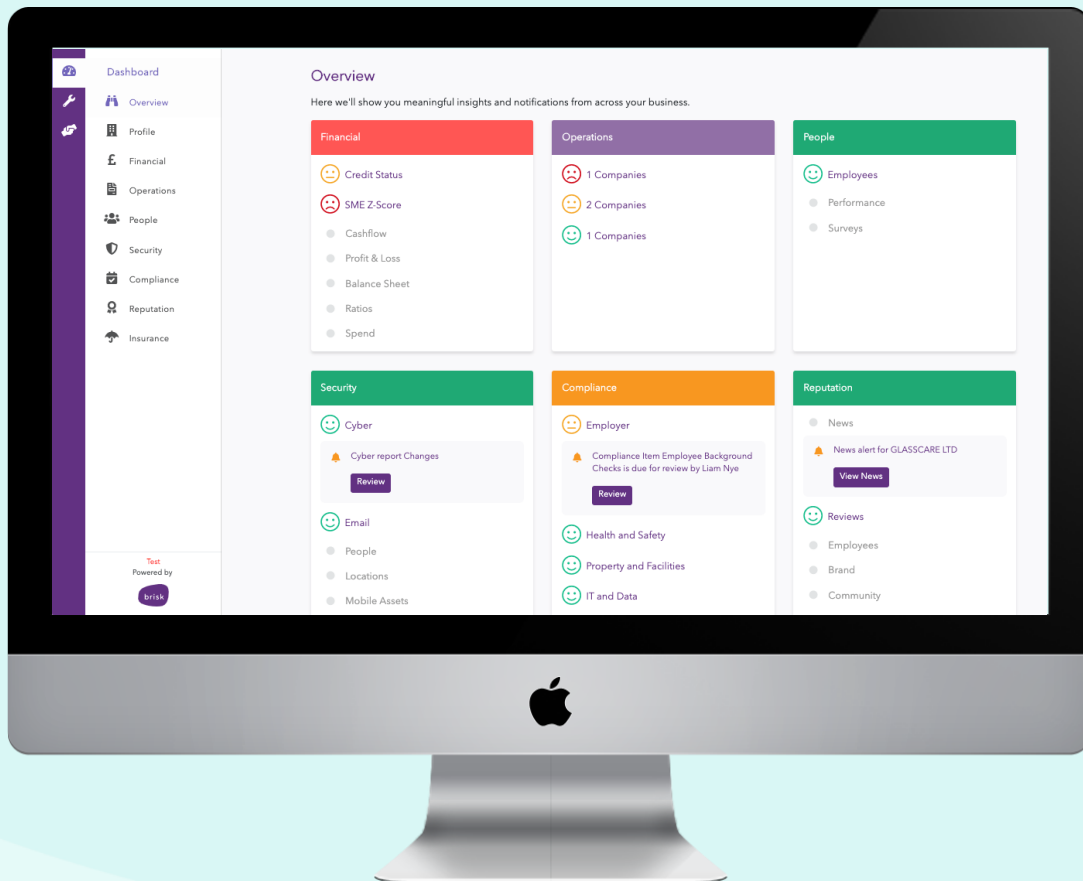


# Filling a gap in the market

- **Specialist** solutions emerging but **fragmented** for the SME
- Insurtech is 'digitising' **existing** parts of the process and is **reactive**



# Brisk. Your intelligent protection assistant



- SaaS Platform
- £5 / mth subscription
- Buy add-ons
- Discounted products

# “Tell me what I need to know, when I need to know it”

## MONITOR

**Cyber Threat Level**  
Compared to other companies, your business is below the industry standard when it comes to its cyber threat score.

**F**  
55 / 100

[View details](#)

**Email Breaches**  
Good news, none of your companies email addresses can be found online

**Cyber Security News**

Software company Qi An Xin become official cyber security partner of Beijing 2022

Published: 10/01/2020

[View full article](#)

## ACTION

**IT & Data Compliance**

**Review It Security Policy needs review**

Owner: Greg Duffield Due: 13/01/2020

[Review](#)

**Conduct Pen-test is currently compliant**

Owner: Vickie Allen Due: 28/02/2020

[Review](#)

**Cyber Awareness Training**

Help your business reduce Cyber threat with Cyber awareness training for your team from The Defence Works. As a Brisk user you will get a 10 % discount.

[Book a demo](#)



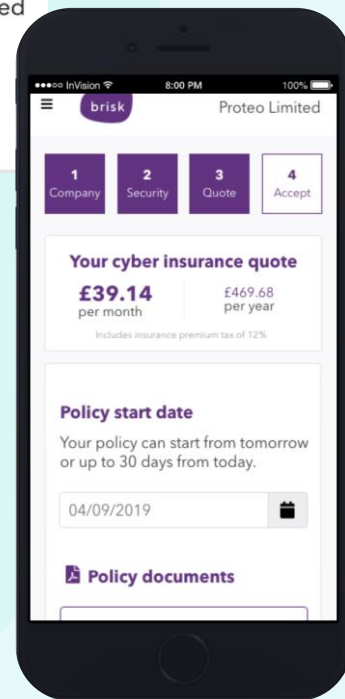
## PROTECTION

**Cyber Insurance Cover**

You have an active policy managed on Brisk.

[View policy](#)

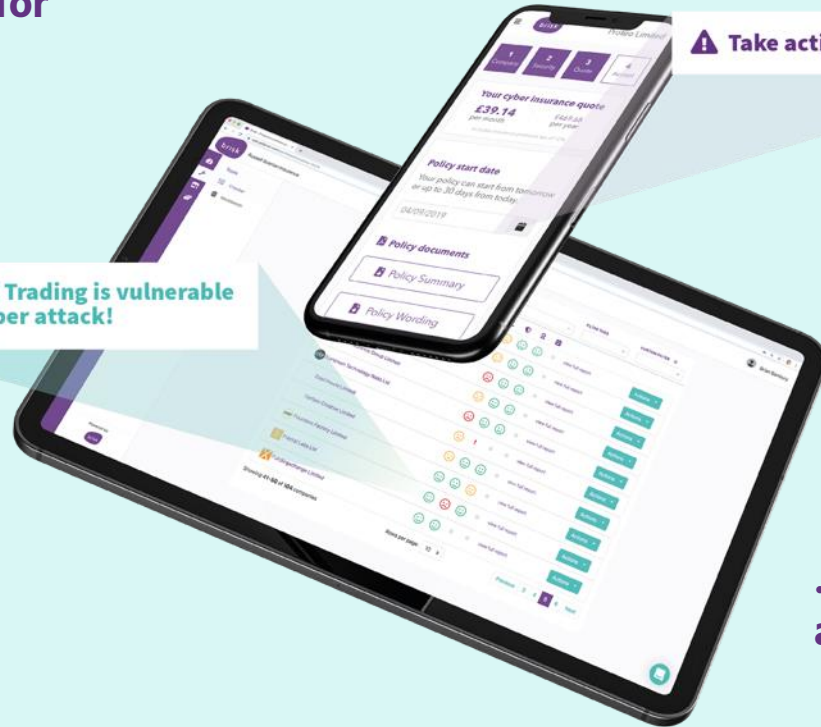
Policy ends on 01/01/0001



# We are connecting the protection 'eco-system'

A protection assistant for  
the busy SME...

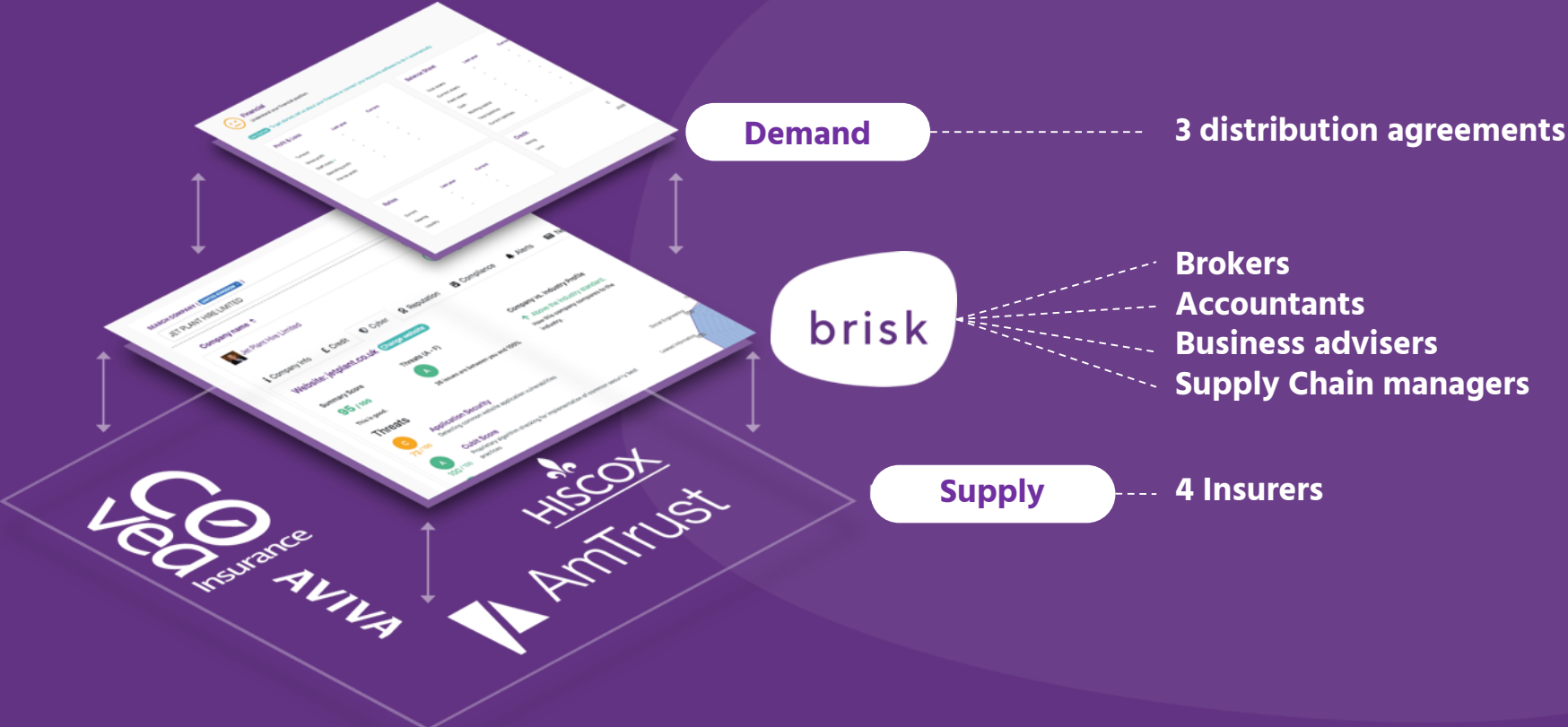
 ACME Trading is vulnerable  
to cyber attack!



 Take action and get cover

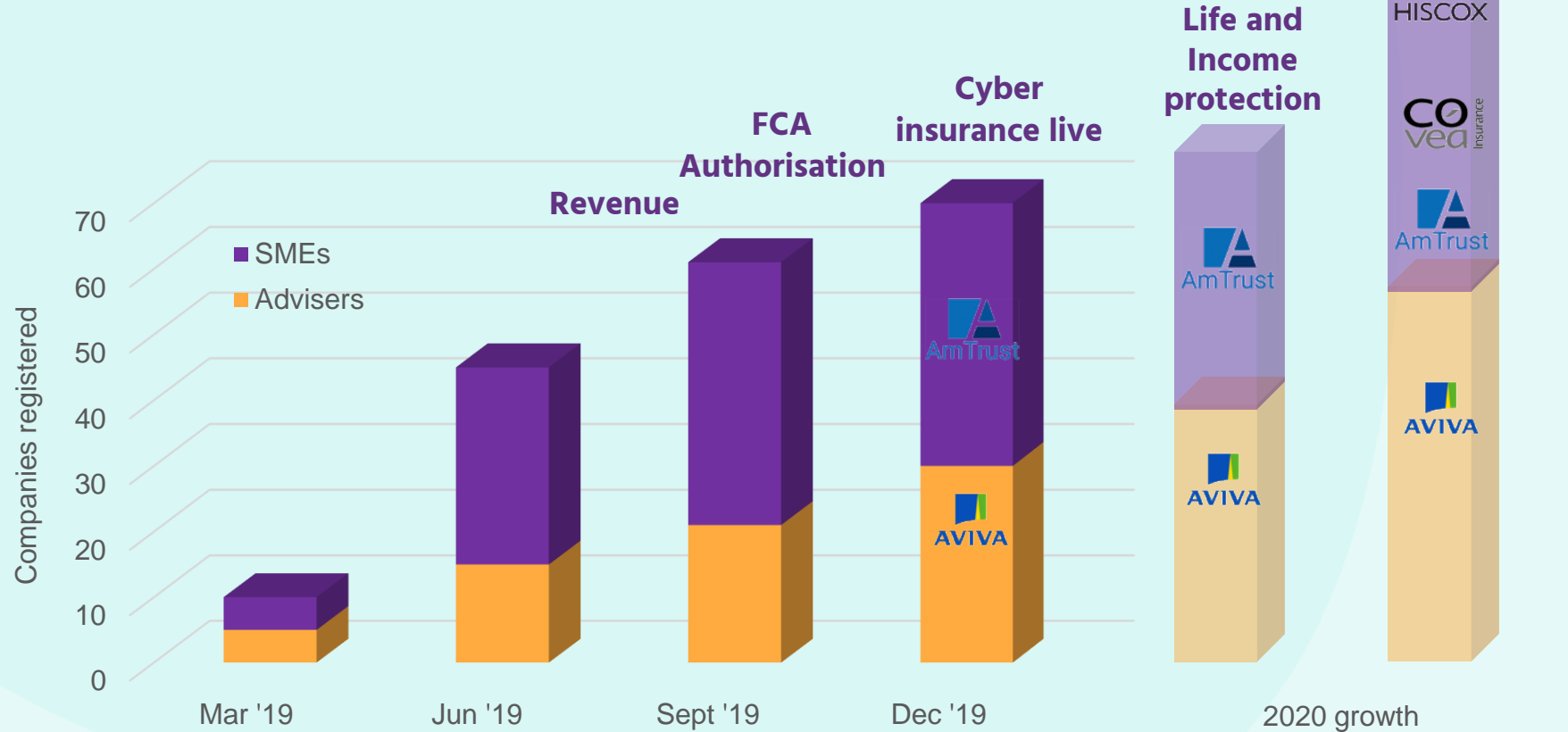
... a platform to modernise  
advisers

# Building a connected marketplace





# Pilot to revenue in 6 months



# Brisk will change the way SMEs buy insurance

1. Do you see a trend towards more personalised protection and insurance or current 'package' products?
  - **Personalised**
  - **Package** (i.e. Shop, Builder etc)
2. Do you think small-medium businesses would share their data if it meant more accurate cover and lower premiums?
  - **Yes – share data**
  - **No**

**brisk**

**Next generation protection for business**

Save time. Get peace of mind.

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[www.getbrisk.com](http://www.getbrisk.com)